Getting to the other 97 million while maintaining an Edge

An Internet Strategy (Drive the Net)

Brewster Kahle
Nov 1, 195
DRAFT presentation

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Stategic Internet Positioning for AOL

◇ **Pursue GNN service independently form brand to achieve Internet learning curve and revenue base**

◇ **Target and influence key platform standards by using GNN position. Eg.**

  ◇ **Content packaging tools**
  ◇ **Billing services**
  ◇ **Community building tools**
  ◇ **...**

Technical Alternatives

◊ Implement standards as they appear.

◊ eg. Web, WAIS, Gopher, Email, Java

◊ Partner with a Driver of the Net. Eg.

◊ Netscape

◊ Microsoft Blackbird/MSN/Billing

◊ Sun/JAVA

◊ Drive the Net

◊ Greenhouse software companies

◊ Active role in infrastructure

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Driving the Net Example

◇ Pick a platform, say JAVA

◇ Build a client on that platform

◇ Seed startups with future needs and guarantee a market. Keep significant equity.

◇ Maintain Look-and-feel control, Q&A, Integration, Marketing, Customer relationship.

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Content Packaging Tools to "Program" other's materials

◇ Develop software to be distributed

◇ Cross server aggregation (Z39.50, GILS)

◇ Meta-data tagging of content, standardized and automatic

◇ Enhance service for "programming"

◇ User profiling for personalization

◇ Personal interfaces, WebCrawler

◇ Business model for content owners

Billing Services to enable distributed transactions

◇ Partner? MSN, Veriphone, ...

◇ Create technical system using our VISA relationship (Redgate) and test on AOL users and Internet.

◇ Requires significant design, partnering and building.

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Community Building Tools

◇ **Develop and seed Internet with server software (current/future):**

◇ Chat (IRC/Ubique, 3D?)

◇ Email (listserve, majordomo/archive, search)

◇ BBoard (usenet/conferencing)

◇ **Develop Ubique as Internet Standard**

Proposed Milestones for Internet Direction

◇ Oct 1 1995: Next level Plan

◇ Oct 7 1995: Plan Approved or Modified

◇ Oct 10 1995: GNN Initial Service Launched

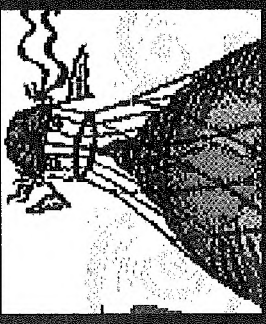◇ Jan 1 1996: Core team built with partnerships throughout AOL

◇ ...

Requirements to Realize this Plan

◇ Decide if we Drive, Partner, or Follow

◇ Decide organizational structure. eg.

◇ Does this encompass GNN 3.0 development?

◇ Who drives it? Where does it fit in AOL?

◇ Develop financial plan and milestones

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